

Rep Order# 6837373 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104857 Printed: 07/27/2012 2:43 PM 1 of 2
EC'd Yes Last Received: 07/27/2012 1:29 PM Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () BERKLEY FOR SENATE
Product BERKLEY FOR SENATE
Estimate# 60S
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency	() SHORR,JOHNSON,MAGNUS 1831 CHESTNUT ST. #602 PHILADELPHIA, PA 19103	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY
Agency C/P1/P2/E	//60S	
Flight Dates	07/30/2012 - 08/06/2012	Salesperson Phone# 215-568-6540
Hiatus Weeks		Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

BERKLEY FOR SENATE -60 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M-F	5A-6A	NEWS	:60	\$800.00	07/30-08/03	5	1	5	\$4,000.00	
		Buyline Comment: NEWS										
	2	M	5A-6A	NEWS	:60	\$800.00	08/06-08/06	1	1	1	\$800.00	
		Buyline Comment: NEWS										
	3	M,F	6A-7A	NEWS	:60	\$1,400.00	07/30-08/03	2	1	2	\$2,800.00	
		Buyline Comment: NEWS										
	4	M	6A-7A	NEWS	:60	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00	
		Buyline Comment: NEWS										
	5	M	430P-5P	NEWS	:60	\$1,400.00	08/06-08/06	1	1	1	\$1,400.00	
		Buyline Comment: NEWS										
	6	M-F	430P-5P	NEWS	:60	\$1,400.00	07/30-08/03	5	1	5	\$7,000.00	
		Buyline Comment: NEWS										
	7	M-F	7P-730P	WHEEL	:60	\$2,200.00	07/30-08/03	5	1	5	\$11,000.00	
		Buyline Comment: WHEEL										
	8	M	7P-730P	WHEEL	:60	\$2,200.00	08/06-08/06	1	1	1	\$2,200.00	
		Buyline Comment: WHEEL										
	9	SA	7A-9A	SAT TODAY	:60	\$1,200.00	08/04-08/04	1	1	1	\$1,200.00	
		Buyline Comment: SAT TODAY										

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () BERKLEY FOR SENATE
 Product BERKLEY FOR SENATE
 Estimate# 605
 Buyer MICHAEL DIETORRE
 Phone#
 Fax#
 Agency () SHORE, JOHNSON, MAGNUS
 1831 CHESTNUT ST. #602
 PHILADELPHIA, PA 19103
 Agency C/P1/P2/E //605
 Flight Dates 07/30/2012 - 08/06/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

—REPORT TOTALS—

Report Totals: 22 / \$31,800.00

—SALES MONTHLY TOTALS—

Aug 12: 22 / \$31,800.00
 Sales Totals: 22 / \$31,800.00
 Station Totals: 22 / \$31,800.00
 Lines not sent/rcld/rtm: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$117,778	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	27%
		KTNV	15%	KTUD	0%	KVCW	2%	KVMY	1%	KVVU	25%
		XXXX	0%								

—COMPETITIVE COMMENTS—

NEW ORDER
 EST SHARES

Books JUL12
 Demos RA35+